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16 Oakland, a municipal corporation, acting by and
   through its Board of Port Commissioners (Port of
17 Oakland)

18

19   UNITED STATES DISTRICT COURT

20   NORTHERN DISTRICT OF CALIFORNIA

21

22 CITY AND COUNTY OF SAN   Case No. 3:24-cv-02311-TSH
   FRANCISCO,
23   **DECLARATION OF JENNIFER**
                   Plaintiff,   **BRIDIE**
24
   v.   Date: TBD
25   Time: 10:00 AM
   CITY OF OAKLAND AND PORT OF   Courtroom: E – 15th Floor
26 OAKLAND,   Trial Date: (None Set)

27   Defendant.

1

2   CITY OF OAKLAND, A MUNICIPAL
    CORPORATION, ACTING BY AND
3   THROUGH ITS BOARD OF PORT
    COMMISSIONERS (PORT OF OAKLAND),
4
                Counterclaimant,
5
    v.
6
    CITY AND COUNTY OF SAN
7   FRANCISCO,
8
                Counterclaim Defendant.
9

10   I, Jennifer Bridie, declare as follow:

11   1.   I am over the age of 18 and am competent to testify. I make this declaration

12 based upon personal knowledge unless otherwise stated herein.

13   2.   I am Jennifer Bridie, the VP Marketing for Southwest Airlines ("Southwest").

14   3.   Based on my almost 11 years at Southwest, I am familiar with the market for

15 commercial air travel. I am also familiar with the ways that Southwest sells airline tickets to

16 consumers, including the information that Southwest displays regarding flight routes and in the

17 ticket purchasing process.

18   4.   Southwest was founded in the 1970s, and is committed to providing friendly,

19 reliable, and low-cost air travel.

20   5.   Southwest has flights to over 100 destinations in 42 states across the country.

21   6.   Southwest destinations include flights to major metropolitan areas or regions

22 that are served by more than one airport. For example, Southwest serves both Chicago Midway

23 International Airport (MDW) and Chicago O'Hare International Airport (ORD) in Chicago;

24 Washington Dulles International Airport (IAD), Ronald Regan Washington National Airport

25 (DCA), and Baltimore/Washington International Thurgood Marshall Airport (BWI) in the

26 Washington, D.C. area; all of the following in the Los Angeles area: Los Angeles International

27 Airport (LAX), Hollywood Burbank Airport (BUR), Long Beach Airport (LGB), John Wayne

Airport (SNA), and Ontario International Airport (ONT); and the three main airports in the San Francisco Bay Area – San Francisco International Airport (SFO), San Francisco Bay Oakland International Airport (OAK), and San José Mineta International Airport (SJC).

7.   Airline tickets may be purchased directly from Southwest online, through the Southwest mobile application ("App"), over the phone with a Southwest Representative, or at a Southwest ticket counter.

8.   Southwest's main webpage is located at https://www.southwest.com/ ("Website").

9.   When consumers enter a metropolitan area or an airport's IATA code into the booking search boxes for "Depart" or "Arrive" on Southwest's Website, the display shown lists the city in which the airport is located (or the name of the city that owns the airport, such as in the case of the San Francisco International Airport, which is located in San Mateo County), and the airport's IATA code.

10.   In cases where multiple airports serve the same metropolitan area or region, Southwest shows either: (a) the airport's IATA code and the city in which it is located (or the city that owns the airport); or (b) the airport's IATA code and other unique identifying information.

11.   For example, this is an accurate screenshot of what is displayed when "San Fran…" is typed into the "Depart" box:
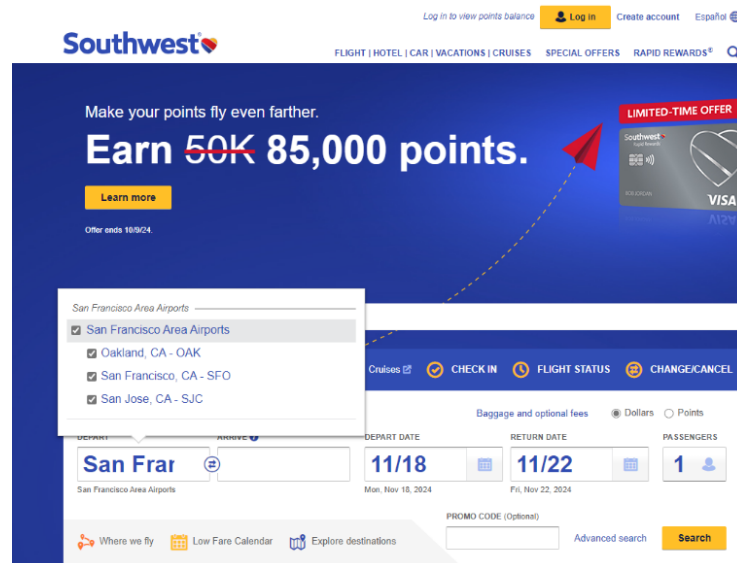
12.   This same drop down menu appears if "San Fran…" is typed into the "Arrive" search box.

13.   Below is a screenshot of what is then displayed when "San Francisco Area Airports" is clicked after entering an arrival destination \:
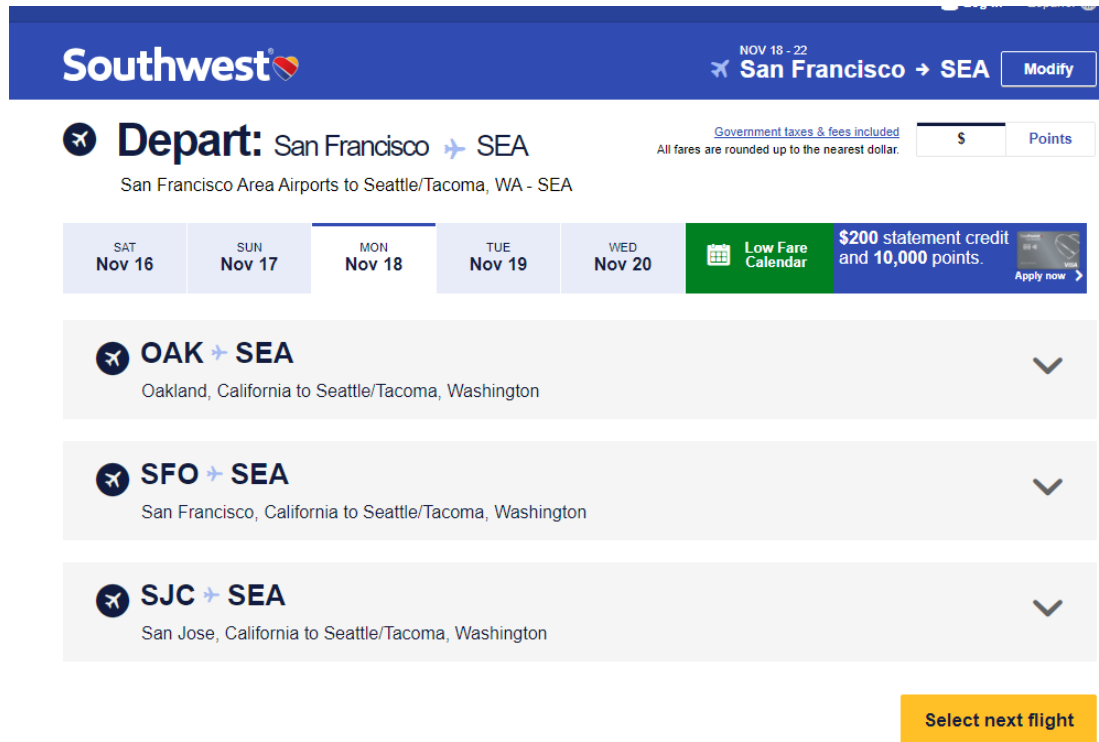

14.   Each of the airport options is identified using the airport's IATA code.

15.   As with the initial search, on the results page, San Francisco Bay Area airports are identified solely by IATA code and with city information.

16.   Southwest does not include any airport's full legal name on the search display for "Depart" or "Arrive" or on the results page.

17.   As another example, below is an accurate screenshot of what is displayed when "Los Angeles" is typed into the "Depart" box:
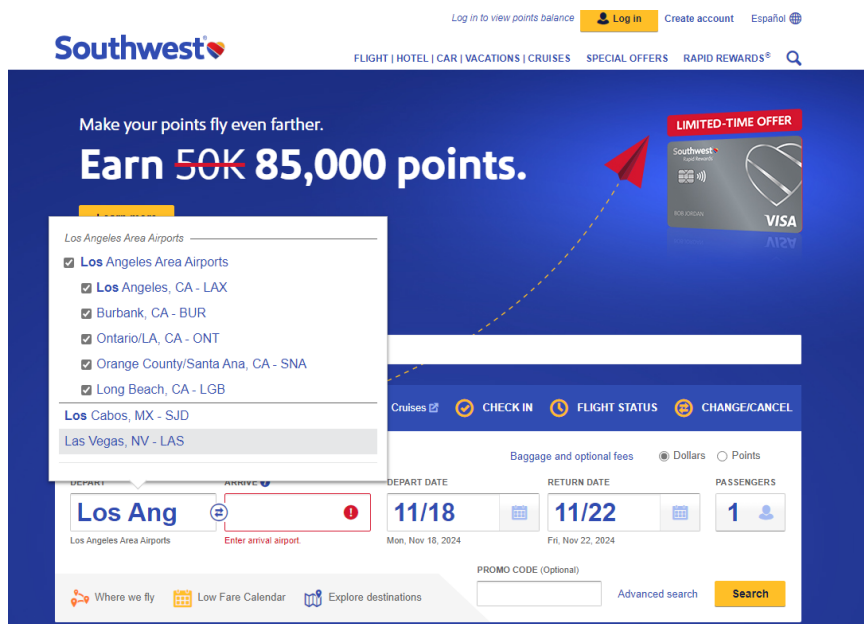
18.   This same drop down menu appears if "Los Angeles" is typed into the "Arrive" search box.

19.   Again, Southwest does not include any airport's full legal name on the search display for "Depart" or "Arrive" or on the results page.

20.   As another example, below is an accurate screenshot of what is displayed when "Washington" is typed into the "Depart" box:
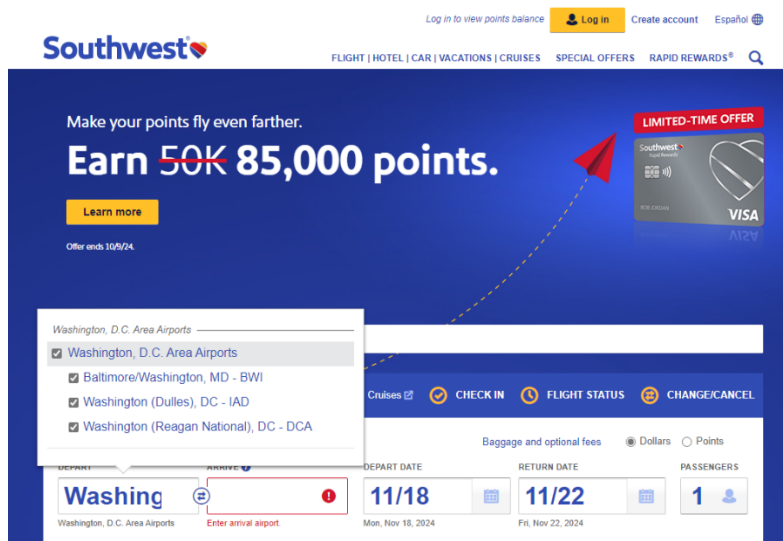

21.   This same drop down menu appears if "Washington" is typed into the "Arrive" search box.

22.   Again, Southwest does not include any airport's full legal name on the search display for "Depart" or "Arrive" or on the results page.

23.   When booking on Southwest's App, a search likewise shows airport IATA codes, city information, and metropolitan areas – not full airport names.

24.   For example, below is an accurate depiction of the information displayed on Southwest's App when "San Francisco" is entered, "Los Angeles" is entered, and "Washington" is entered:
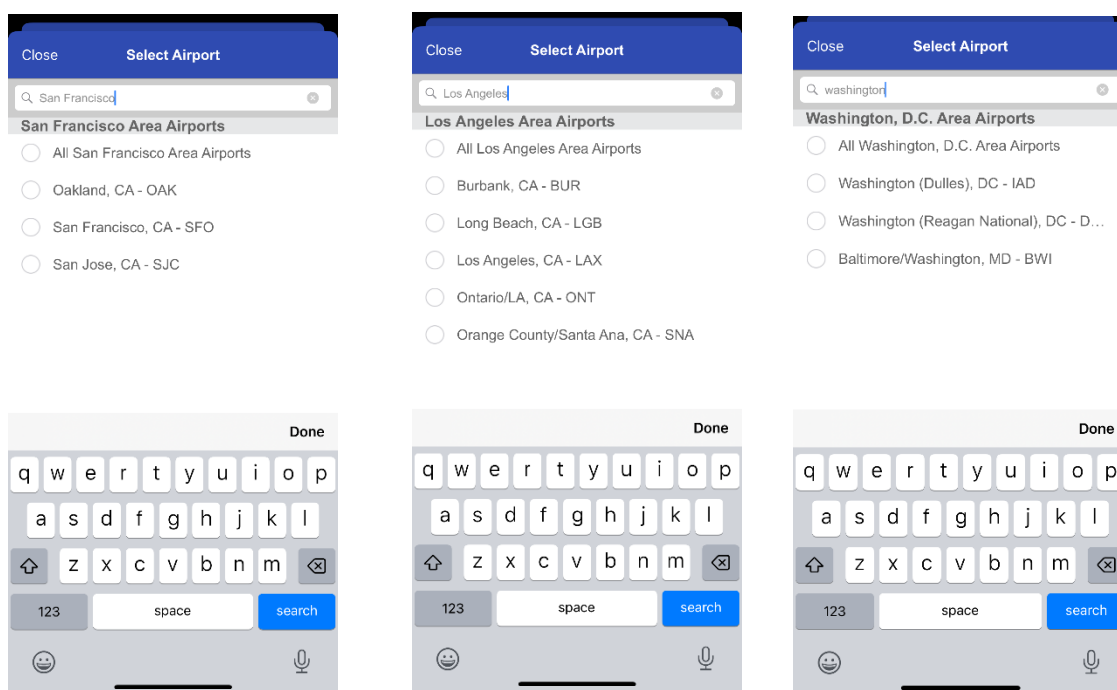
25.   Southwest has no current plans to alter the type of information that it displays when searching for flights, as shown above, on its Website or its App to show full airport names.

26.   In this regard, the three San Francisco Bay Area airports – SFO, SFC, and OAK – have been and continue to be identified by the airport's IATA code and include the city in which they are located (or the city that owns the airport, as is the case with SFO).

27.   Southwest has not and does not plan to alter the information displayed when searching for flights, as shown above, on its Website or its App to show a full airport name for one airport that serves a metropolitan area or region, but display the IATA code and city information for the other airports that serve that metropolitan area or region.

28.   It is standard industry practice to use and include airport IATA codes in the information that is displayed to potential purchasers of airline tickets to identify arrival and destination airports.

29.   The airport's IATA code is also shown on Southwest's electronic and printed tickets for its flights.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed on this 4th day of October, 2024 at 12:04 , PM .

DECLARANT

FENNEMORE WENDEL
FENNEMORE CRAIG, P.C.
OAKLAND/SEATTLE